



SHERYL L. SPILLER
Director

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County of Los Angeles
DEPARTMENT OF PUBLIC SOCIAL SERVICES

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MAY IS 'CALFRESH AWARENESS MONTH'

**L.A. COUNTY BOARD OF SUPERVISORS TO HELP LAUNCH ANNUAL
EFFORT TO REDUCE HUNGER IN NATION'S LARGEST COUNTY**

CalFresh is the new name for the former Food Stamp Program in California

WHAT: The Los Angeles County Board of Supervisors will help the Department of Public Social Services (DPSS) and its broad-based community collaborative launch 'CalFresh Awareness Month,' an annual effort to increase access to food assistance and reduce hunger in the nation's largest county. The Board will proclaim May 2014 as "CalFresh Awareness Month" throughout the County.

WHY: Studies suggest that household hunger negatively impacts the intellectual, physical, and emotional development of children and puts them at greater risks for obesity, diabetes and other diseases. While the local economy continues to show signs of improvement, many are still financially impacted by the recent "Great Recession," as Los Angeles County experienced some of the highest unemployment rates in the nation.

Unfortunately, many in need of food assistance are unaware that they may qualify for CalFresh. In the County of Los Angeles, only 59% of those estimated to be eligible are receiving CalFresh food assistance.

WHO: L.A. County Board of Supervisors; DPSS Director, Sheryl L. Spiller; and individuals and supporters representing the 40-plus CalFresh Awareness Month community partners.

WHEN: Tuesday, May 6, 2014 @ 9:30 a.m.

WHERE: Kenneth Hahn Hall of Administration – Board of Supervisors
Hearing Room 381B, 500 W. Temple Street, Los Angeles CA
90012.

BACKGROUND: In its fourth year, CalFresh Awareness Month has become one of the most comprehensive and coordinated efforts in the state to build awareness of CalFresh.

In May 2011, DPSS and various faith-based and community-based organizations came together with a common goal to highlight the CalFresh program and remove the barriers and stigmas that were discouraging eligible individuals and families from applying for food benefits. The inaugural campaign was recognized nationally by the United States Department of Agriculture and the National Association of Counties.

This year, California Department of Social Services Director, Will Lightbourne, urged all of the other 57 California counties to adopt similar strategies to those implemented by Los Angeles County.

For more information about CalFresh benefits, visit www.dpss.lacounty.gov/dpss/calfresh or call the Health and Nutrition Hotline at 1 (877) 597-4777.

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